



Australian Institute of Technical Chefs Inc.

Inc Ass No A0093856C

ABN 78 681 065 493

2022 Communications Manager Annual Report – George Hill

What a year it has been!

- Apart from personally exciting (And stressful) times, like moving house and “woefully” getting covid, we still managed to be heavily involved in AITC.
- Managed to prevent a serious attack by hackers on the AITC website and prevented them accessing AITC website database. The world is full of unscrupulous people who will continue to attempt to access information, unless one has a substantial barrier, (which we fortunately had). That needs constant updating to keep in front.
- We started to notice an increased number of attempts to get into the back end of the site, (that had already been particularly blocked) and immediately downed the site while we took stock and to reinforce access. In doing so, we added a new feature / script, that unfortunately clashed with some of the existing site mechanics and the new script crashed the site, Subsequently needed to delete the new feature, then reload backups and painstakingly check the whole site till it was up and available again. This required a long time to achieve.

Promotion

- AITC website visitor numbers indicates, we had just under 6000 visitor’s during the year
- Facebook, as one of our social promotional tools shows: 934 likes and 958 followers and constantly increasing.
- Equally, using Twitter and LinkedIn with the assistance of the council actively promoted AITC, and we increased the awareness of the AITC mission in the public arena and industry in spite of the industry continuing crisis.
- We arranged and coordinated a great zoom World Chefs day that included overseas participation and demonstrations that streamed out of Thailand, initiated by Murray Twaits and out from Korea by Soyoung Son.
- Additionally we were joined on the zoom conference by overseas visitors (mainly expats)

Competitions

- We rewrote the Best of the Best Competition to reflect lessons learnt in early 2021 and commenced promoting the 2022 event. The competitions opens next week for nominations and available till end October.

- PLEASE send in an application for one of your trainees or students
- We added numerous videos on AITC website
- We developed a new AITC Scholarship program and with the aid of the council obtained a sponsor Humpty Doo Barramundi for a \$12,000 grant for a Professional Development Project Applications open next week

Articles written and published

- “What is a modern professional chef “a debate on the current definition of a professional chef
- “Food for thought, Licensing Chefs” Why government avoids this minefield and what should we do about it.